

## **COORDINATOR, PROBATION COMMUNITY AFFAIRS**

### **DEFINITION:**

Under direction, to plan, develop, organize, and coordinate public affairs and relations programs for the Probation Department; to advise and assist Probation management on public information/relations activities; and to perform related work.

### **DISTINGUISHING CHARACTERISTICS:**

This is a one-position class allocated only to the Probation Department. The Coordinator, Probation Community Affairs reports to the Chief Probation Officer and is responsible for coordinating overall public affairs programs for the Department, advising the Chief Probation Officer and departmental staff on public information/relations activities, and supervising subordinate staff.

### **EXAMPLES OF DUTIES:**

Plans, develops, and implements a wide variety of public relations programs describing Probation's functions, activities, and operations; advises the Chief Probation Officer and departmental staff on public information/relations activities and assists in preparing speeches or presentations; plans, directs, coordinates, schedules, assigns, trains, and evaluates the work of subordinate staff in coordinating the department's public information and volunteer services; establishes and maintains regular contacts with the media, community and citizen groups, and County management staff (Board of Supervisors, Chief Administrative Officer, Courts) concerning sensitive departmental issues; prepares, writes, and presents news releases for television, radio, newspapers, press conferences and other public presentations; prepares and edits bulletins, departmental newsletters, pamphlets, audio-visual presentations, slide-show presentations, posters, and other public information materials; organizes and arranges public information campaigns, press conferences, and other public affairs events promoting or providing information on the Department; assists in producing national or local news presentations; represents the Department and provides input on various boards, committees, and groups; answers inquiries and resolves citizen problems or complaints concerning the Department; organizes and conducts departmental tours for citizen or educational groups; and performs other duties as assigned.

### **MINIMUM QUALIFICATIONS:**

#### **Thorough Knowledge of:**

- Methods of planning, developing, coordinating, and implementing effective public information/affairs programs.
- Principles and techniques used in preparing and editing media releases, bulletins, departmental newsletters, pamphlets, audio-visual presentations, slide-show presentations, posters, and other public information materials.
- Principles and techniques used in organizing and arranging public information campaigns, press conferences, and other public information or promotional events.
- Styles and techniques in writing speeches and material for public presentations.
- Supervision and training principles and techniques.

**General Knowledge of:**

- Current public and community attitudes or opinions regarding the activities and operations of a large and complex Probation or Corrections-related department.
- Current law and legal issues impacting in the Probation or Corrections field.

**Skills and Abilities to:**

- Plan, develop, coordinate, and implement a wide variety of public relations programs.
- Advise executive management on public information/relations activities and assist in preparing speeches or presentations.
- Plan, direct, schedule, assign, train, and evaluate the work of subordinate staff in coordinating public information programs and volunteer services.
- Prepare, write, and present news releases for television, radio, newspapers, press and conferences.
- Research and analyze information on departmental issues and logically develop solutions.
- Effectively communicate in oral and written form.
- Establish and maintain regular contacts with the media, community and citizen groups, and County management staff concerning sensitive departmental issues.

**EDUCATION/EXPERIENCE:**

Education, training and/or experience that clearly demonstrate possession of the knowledge and skills stated above. An example of an experience combination is: Three (3) years of experience planning, developing, organizing, and coordinating public affairs and relations programs. At least one (1) year of the experience requirement stated above must have been at the supervisory level. Previous experience in coordinating public information/relations programs in a Probation or closely related Corrections department is highly desirable. The possession of a Bachelor's degree from an accredited college or university with major coursework in Journalism, Public Relations, English, or a closely related field is highly desirable.

**SPECIAL NOTES, LICENSES OR REQUIREMENTS:****License:**

A valid California driver's license is required at time of appointment or the ability to arrange necessary transportation for field travel. Employees in this class may be required to use their personal vehicle.

**Background Investigation:**

The incumbent in this class must have a reputation for honesty and trustworthiness with no felony convictions. Misdemeanor convictions may be disqualifying depending on number, severity, and recency. Applicants will be subject to a thorough background check.

**Probationary Period:**

Incumbents appointed to permanent positions in this class shall serve a probationary period of twelve months (Civil Service Rule 4.2.5).